

ELECTORAL COMMUNICATION AND THE EUROPEAN AGENDA:
NEW CAMPAIGN PRACTICES?
(THE 2008 IAMCR CONGRESS)

CAMELIA BECIU

The Institute of Sociology of the Romanian Academy

Our research relates to the media output of the elections to the European Parliament in a new EU member state: Romania. Voting for the election of the members of the European Parliament (MEPs) appears to be one of the prime institutional concerns, establishing the new status of Romania, a few months after this country became a member of the EU. The study that we propose focuses on communication practices mobilized by the electoral machinery of candidates. The two research questions are the following: on the one hand, have European elections led to a concept of electoral marketing different from the current practices in the Romanian public space? As a working hypothesis: is this a matter of an emerging campaign style which would actually update a new genre of electoral communication? On the other hand, what are the uses of the European argument within the discourse of candidates?

The study relies on concepts issued from the constructivist paradigm and from the qualitative methodology (image analysis, setting analysis, political discourse), supplemented by documentation on the electoral context (media positions of electoral staff, internal communication of the parties, etc.).